



For Immediate Release

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Sony Australia Ltd

Sony expands full-frame lens line-up with launch of 24mm F1.4 G Master™ Prime

New large aperture wide-angle Prime lens is the compact and lightest in its class¹, with superb sharpness even at F1.4



SYDNEY, 21 September 2018 – Sony, the leader in full-frame mirrorless cameras and lenses, today increased its flagship lens line-up to 30, with the introduction of the highly anticipated 24mm F1.4 Prime G Master. Expertly engineered to deliver best in class performance across all aperture settings, the new **FE 24mm F1.4 GM** (model SEL24F14GM) utilises Sony’s specialist advanced optical technologies to satisfy the needs of the most demanding photographers. It features a compact and lightweight design with a filter diameter of $\phi 67\text{mm}$ and measures just 75.4mm x 92.4mm, weighing a mere 445g. Meeting the strict standards for G Master status, the **FE 24mm F1.4 GM** combines the high resolution and beautiful bokeh that are the signature of the G Master series.

Head of Digital Imaging, Sony ANZ, Jun Yoon said, “*As the number one full-frame mirrorless range in Australia, Sony is thrilled to be adding the 24mm F1.4 Prime G Master lens to our flagship line-up, which now totals an impressive 30 native lenses and 7 camera bodies. The Alpha full-frame mirrorless system offers an unrivalled range of creative possibilities whether you are a photography enthusiast, professional or video content creator.*”

¹ Compared to other full-frame 24mm F1.4 auto-focus prime lenses. As of September 2018 press release, based on Sony research

Sony will continue to evolve its lens line-up in order to meet the demands of all types of photographers, videographers and multi-media creators, with a range of different offerings to maximise the power of the innovative α TM camera line-up.

Realising consistently high resolution across the entire frame, even at F1.4, the **FE 24mm F1.4 GM** boasts a new optical design comprising 10 groups with 13 elements featuring two XA (extreme aspherical) elements and three ED (Extra-low Dispersion) elements. The incorporation of two XA elements effectively suppresses sagittal flare² so that point light sources are accurately reproduced, making the **FE 24mm F1.4 GM** a compelling proposition for star-scape photographers. Sony's unique Nano AR Coating is applied to reduce flare and ghosting for impressive clarity, even in landscape shots where the position of the sun is often problematic with a normal lens.

This industry leading performance has been packaged in an extremely compact and lightweight body weighing just 445g. For landscape photographers who often have to walk for long distances to get to the perfect shooting spot, this provides a welcome reduction in the weight that they have to carry, an advantage that is further compounded when the **FE 24mm F1.4 GM** is paired with one of Sony's award winning $\alpha 7$ / $\alpha 9$ bodies. This lightweight package has been realised in part by the development of a new high power DDSSM (Direct Drive SSM) which delivers approximately three times greater thrust than the previous DDSSM, enabling fast response, high positioning accuracy and quiet operation for both stills and movie shooting.

In addition to its landscape and stars-scape shooting abilities, the **FE 24mm F1.4 GM** also has excellent close up performance of 0.24 metres (0.79ft.) and delivers soft and natural bokeh. As a member of Sony's flagship G Master series lenses, the new lens features an incredible level of image quality and bokeh. As bokeh quality is directly affected by spherical aberration and axial and lateral chromatic aberration that can also cause colour bleeding, all of these factors are painstakingly controlled at the design and manufacturing stages and each lens is individually tested and adjusted to achieve maximum image quality and bokeh.

Furthermore, the **FE 24mm F1.4 GM** includes a number of professional controls aiding ease of operation for both stills and movie shooting. An aperture ring allows direct, intuitive aperture control whilst an aperture click switch makes it possible to enable or disable click stops as required. The focus ring features Linear Response MF for fine, responsive manual focus control, giving the user the control immediacy needed for fast, accurate manual focusing. The focus hold button is customisable and a focus mode switch makes it possible to quickly select auto or manual focus to match changing shooting conditions.

² A phenomenon that results in an unnatural spreading of point light sources that appears somewhat like a bird spreading its wings and becomes more pronounced towards the image periphery. It is most common in large-aperture lenses

Availability and pricing for the **FE 24mm F1.4 GM** are TBC. A product feature video can be viewed on the Sony Camera Channel on [YouTube](#).

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Product Information: For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit www.sony.com.au. For all trade and commercial enquiries, readers can contact the Directed Electronics Australia Team on 03 8331 4800 or email sony.sales@directed.com.au.

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